

assigning a value to said response;
accumulating said value with previous values, if any, associated with a
previous response from said viewer to produce a total value; and
providing redemption of said value when said total value is greater than or
equal to a predetermined redemption criteria.

9. (New) The method of claim 8 wherein said step of assigning a value further comprises:
awarding additional value if said viewer has responded to a predetermined
number of occurrences of said content.
10. (New) The method of claim 8 wherein said step of identifying said specific events
further comprises:
outputting a visual indicator.
11. (New) The method of claim 8 wherein said step of providing an interface through which
said viewers may enter a response to said events further comprises:
entering data via input sensor from said viewer.
12. (New) The method of claim 8 wherein said step of providing an interface through which
said viewers may enter a response to said events further comprises:
manually entering data via a remote control device.
13. (New) A method of providing broadcast content viewing information comprising:
implementing an award method wherein viewers are awarded a value for
responding to events associated with presentation of said broadcast content, said
method including;
receiving responses to said presentation of said broadcast content from said
viewers;
analyzing said responses received from said viewers;
generating affinity data from said analysis.